

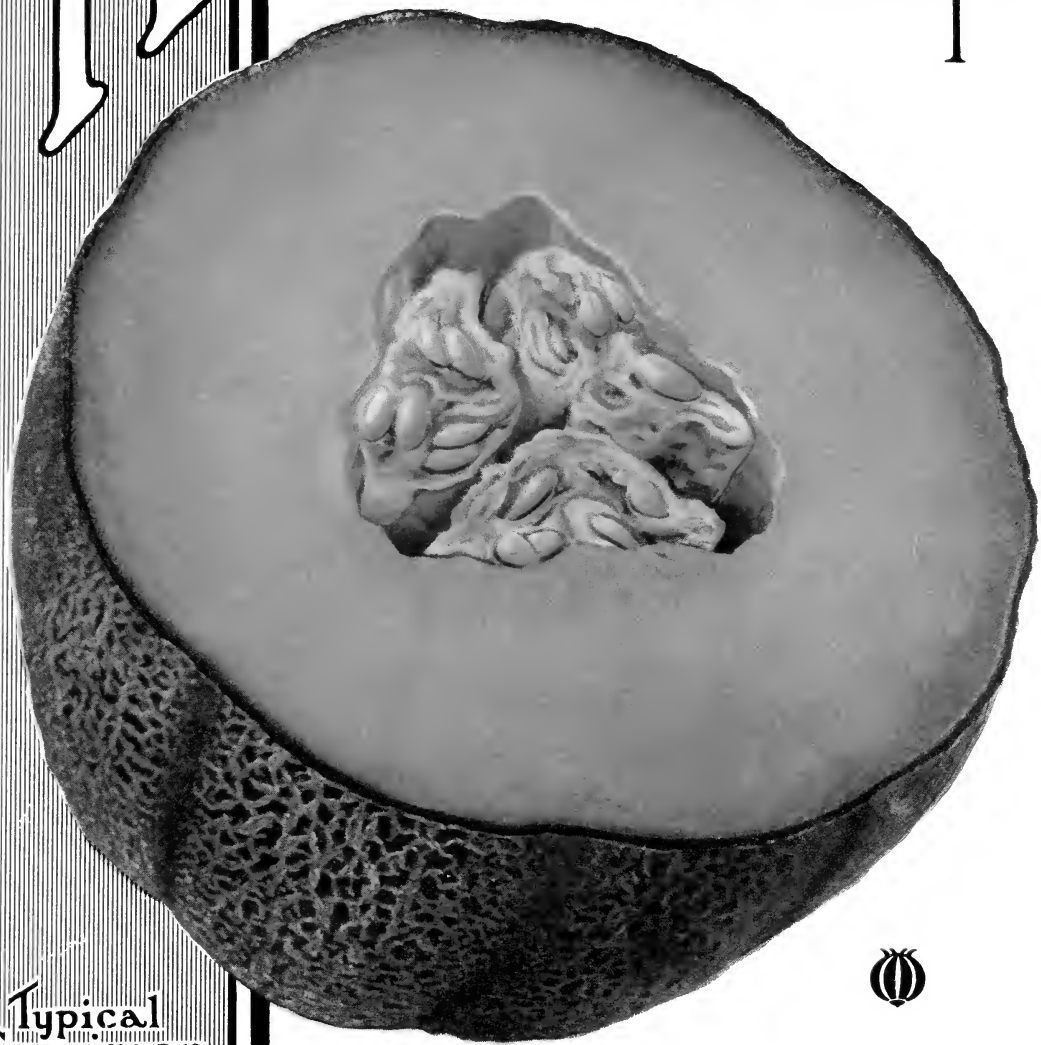
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Department of Agriculture

MORRILL'S

Hearts of Gold Cantaloupe



Typical
Specimen
Actual Size
and Color
R. Morrill
Originator



R. MORRILL & CO.,
Seed Distributors
Benton Harbor, Michigan.

Vegetable Seed Trials

Why Morrill's Hearts of Gold Melon Leads All Others in Popularity

Origin We grew the first cantaloupes shipped to the Chicago market in 1872 on $\frac{1}{4}$ acre and have grown them in a commercial way ever since up to 500 acres per year and during that time have originated three of the most popular market cantaloupes. The last one is the variety on which we use the registered brand "**Hearts of Gold.**" This variety was an accidental cross between the Osage and the Netted Gem in our fields about 1890 and combines the **heavy gold flesh** of the Osage with the heavy netting and tough, thin rind of the Gem or Rocky Ford as it is now known. It is about 25% larger than that variety, fully as uniform in size and equal as a keeper or shipper. Its delicious flavor and aroma excel either of its parents.

Market Quality and Price People will go farther and pay more for a good Hearts of Gold cantaloupe than for any other fruit grown.

Its field and marketing qualities are proven by the fact that for the past 10 or 15 years we have been able to sell to the most discriminating trade in Chicago, Detroit, and Buffalo, at 50% to 100% above the best California or Colorado brands,

securing the trade of the best Hotels, Clubs and Dining-car lines as long as our melons are on the market.

We established our Burr Oak Farm at Constantine, sixty miles from our home farm for the purpose of furnishing our Detroit trade. It is a strictly agricultural region. As soon as the first cantaloupes were ripe and people got a taste of them a retail trade was started at our packing house and became what we call our Auto Trade which ran up to \$5,885 for forty days' sales, a very substantial tribute to their wonderful quality.

Early and Long Shipping Season The Hearts of Gold is the **earliest maturing strain of good cantaloupe**, being a week to ten days earlier than the Pollock 10-25 or Burrell's Gem, commonly known to the trade as "Pink Meat."

The Hearts of Gold Cantaloupe is produced in 70 to 120 days from planting and will give daily pickings of fruit 30 to 60 days, depending on weather conditions.

We picked earlier and later than any grower of Hearts of Gold in this section.



Healthy Vines and Fine Melons. Photo made in August, 1928, in our fields just about the beginning of picking season.

Bred Up Resistance to Frost and Unfavorable Weather Conditions

While none of the melon family can be considered frost resistant, yet we have had a most surprising experience with Hearts of Gold. At least three times in past years when other leading varieties have been killed by late spring frosts Hearts of Gold alongside would only show a few frosted leaves and would pull right ahead and make a crop. We ascribe this quality to extreme early planting in our rigorous northern climate for more than 25 years which has bred a hardiness into them not possessed by any other variety.

All of our plants are sprayed six times to avoid rust; all seed is hand cut and careful germination tests of the seed are made throughout the selling season.

They are the most resistant against unfavorable weather such as light frost, extreme drought or extreme wet weather of any known variety. Never develops bitter spot in the flesh like the Pollock during wet weather and seldom or never split at blossom end which frequently ruins a crop of the Pink Meats.

They will succeed on a wider type of soil than any variety we have ever seen and are certainly the highest quality cantaloupe ever produced.

The field and cropping quality of the Hearts of Gold is remarkable. In repeated tests alongside so-called rust resistant varieties they have held up with the best of them. In fact, we have secured practically the entire crop from our vines for the last ten years before the vines would falter or rust. In fact, rust has ceased to be a menace to us.

Thoroughly Pedigreed and Protected Against Deterioration.

It is the most thoroughbred pedigreed type of melon in existence as we have been selecting our own seed from an ideal

type as to size, form, and quality for more than 25 years.

Ability to Hold Up in Transit

The Hearts of Gold picked when ripe will stand up in good order without refrigeration under ordinary temperature a week or more and improve in quality every day. If properly packed it will ship by ordinary express up to a thousand miles and market in good condition. If shipped under refrigeration it is good for ten days' journey.

Only One Source of Supply for Originator's Seed

Please note that our stock of seed is limited and that there is **no other source of supply** for originator's seed. We understand that certain seedsmen are preparing to put another variety on the market under the name, "Hearts of Gold." This is a rank fraud as they have never had an ounce of originator's seed.

In another case a leading Chicago seed house did purchase two pounds of our seed at full price and immediately afterwards their catalog came out offering our seed by the pound at one-half the price that they paid us for two pounds which is all that they have ever purchased from us. The customer can judge such deals for himself.

Sugar Content For the past 5 years the Michigan State Chemist has made tests through the season for the sugar content of our Hearts of Gold and has reported that our Hearts of Gold cantaloupes have the highest sugar content in this large melon section of the state. Therefore we feel that we are offering you the **highest quality** there is to be had. We grow our entire seed supply, insuring purity of variety. **We are constantly spraying through the growing season to avoid plant diseases and not just treating seeds on sale.**

Colorado. Have tried the Hearts of Gold listed by other seed houses, but they do not come up to your own Hearts of Gold. Do not have the flavor, do not yield nearly as well as yours, and had too many inferior and small fruit on vines. Please send seed as soon as possible.

Price List for Hearts of Gold Melon Seed Will be Found on Page 15

The Truth About Seed Breeding

Real Seed Breeding

There is a vast difference between **seed breeding** and **seed saving**. Seed breeding, like stock breeding, is an art and is almost entirely in the hands of a few persons who have a genius for it, some of whom confine their efforts to a single product, finding therein scope for all their ideas and ingenuity. Every seed or plant specialist has learned that **seed breeding** and commercial seed production are directly antagonistic. The enthusiastic breeder of a fruit, grain or vegetable puts all his energy and genius into the production of a superior type, having for his aim a type that exists in his mind which makes it a personal matter, and in the course of time he fixes a type that is his ideal while perhaps another party far away and under different environment is developing quite a different type of the same product.

The Why and How of Cheap Seeds

When a type satisfies the public so well that there is an urgent demand for it, commercialism steps in and dealers begin a systematic hunt for the cheapest source of supply, knowing full well that the average buyer is looking for something cheap and seed producers know several ways to accommodate the cheap trade. The wastes from tomato canneries and cantaloupe packing houses are a source of supply that fully meets this demand. If there should be several varieties and all culls in the lot, it will not affect the appearance of the seed and will fill the demand for something cheap. Catalogs offering seed as Hoodoo or Hearts of Gold will doubtless send Hoodoo.

Climate and Growing Conditions a Great Factor

Seed breeding has taught us many lessons valuable to the farmer when once understood. For instance, the northern limit of successful production of any vegetable, grain, fruit or animal will produce the highest type and quality.

Seeds or plants for best results should always move from the North to the South.

The difference would not be noticeable in a few miles but take seed corn, potatoes or cantaloupes moved from Michigan, New York or Maine, into Georgia or Florida and they will produce a better crop of higher quality and ripen a week or two weeks earlier than the same variety grown at home. That week or two means all the difference between profit and loss. Again, **Western growers have learned that grain, vine crops and potatoes grown without irrigation make much better seed** than that grown under irrigation. The writer has had some valuable experience along that line in Idaho and Utah with potatoes and cantaloupes.

For These Reasons We Warn Against Cheap Seed

"Pink Meat" type of cantaloupe has completely captured the best trade with the Hearts of Gold far in the lead where introduced. Already we hear with regret of plans to cheapen it by methods known to seedsmen but we shall continue to improve the variety by selection of perfect specimens from perfect vines.

An Interesting Letter From Illinois

"Have grown your wonderful Hearts of Gold for three years. They have the sweetest and finest flavor. I never ate anything like them and the trade like them just as well as I. Believe me I had a melon patch like your picture and no end to the melons and of the best. Anyone wanting a fine melon for table or sale, there is nothing their equal. I unfortunately lost some seed from mice work and in haste I bought from local dealer some Hoodoo or Hearts of Gold and, of course, at lower price. They ought to have left off the name Hearts of Gold, as they were surely a Hoodoo and a **sad purchase** for me. The best is none too good for seed."



Spraying Melon Field. We spare no expense to keep our vines free from disease.

The Birth and Growth of An Idea

Now An Accepted Fact

The past few years have certainly been eye-openers to every progressive farmer or gardener in the matter of seed breeding, and the comparative value of certain strains of grain, fruit and vegetables has been demonstrated in so many instances and in such an illuminating manner that shrewd growers are now giving most careful attention to the origin and history of the trees or seeds they plant. It has become the rule among good farmers to search for the best strain of seed instead of the old plan of looking around for the cheapest seed.

A New Application of an Old Practice

Farmers have long been wise to the value of correct animal breeding, but have been very slow in applying the same sensible rule to their seed grain or vegetables. That time has passed, and now when a man plans to devote a certain number of acres to any crop, he gives careful attention to the variety and quality of seed to be planted, knowing full well that the **difference in cost between the best seed obtainable and the cheaper grades is infinitesimal as compared with the net results to be returned in a few weeks or months.**

The Fight for Recognition of the Truth

The writer knows that he was the first man to introduce the subject of bud variation in fruits and seed variation in plants in a public way. It was at a meeting of the American Pomological Society in Grand Rapids, Mich., in 1884, and the suggestion was suppressed in ridicule by some of the greatest horticultural experts of that time. But 16 years later the writer had the pleasure of securing the Wilder Gold Medal from the same society for the "Most Meritorious Horticultural Achievement" of the period, and this was captured with an exhibit and practical demonstration of varietal

improvement in the Elberta peach from second generation of bud selection. Previous to that time I had demonstrated the value of the theory on potatoes and strawberries and had made a fine start on the improvement in cantaloupes.

Rewards of the Efforts of Years

Since that time I have devoted my time to the improvement of the cantaloupe with eminent success, until finally Nature gave me a reward in an accidental cross between two of my productions in my own field of a variety so superior in every way that I have spent many years on it with no expectation of ever seeing anything better. For years I grew a large acreage of the other leading market varieties alongside my favorite, which I had named "Hearts of Gold," but my sales book invariably showed that the Hearts of Gold were returning me from \$100 to \$250 more per acre than the other varieties, and many of my plantings ran from 125 acres up to 500 acres annually. A few years ago I dropped all other varieties. The object of this pamphlet is to introduce to you this remarkable variety in its purity.

Know the Source of Your Seeds

The wonderful popularity of the true Hearts of Gold on the market has led to a great deal of misbranding by ignorant or dishonest growers. One can find all the so-called pink meat varieties with the brand "Hearts of Gold" on them, and the unsuspecting buyer frequently gets stung buying them. When seed is saved by hotels and restaurants from all their purchases and planted by somebody, then the grower gets stung and the variety loses its reputation. We hope to correct this condition by providing a source of supply of pure, reliable seed of Hearts of Gold.

R. MORRILL, Originator

Alabama. Have bought Hearts of Gold seed from you several times. Have also bought seed several times from different seed houses but I have never been able to get as good cantaloupes anywhere else as I have from your seed.

Massachusetts. No other melon will sell on my roadside stand since I have been growing your Hearts of Gold.

Ohio. Would like more of your Hearts of Gold seed as I think these melons are the best I have ever raised.

Michigan. Have raised your Hearts of Gold melons a good many years, selling on Detroit market. Find them best eaters, best sellers, heavy yielders and fine to handle.

Wyoming. Am again needing some of your Hearts of Gold seed—the best melon on earth.

Rhode Island. Had a wonderful crop of melons, both quantity and quality.

Missouri. Your seed certainly produced wonderful melons. They created quite a sensation here.

Why Farming Does Not Pay—and How It Can Be Made to Pay

Something to Think About

A metropolitan newspaper said: "There seems to be something wrong with the farmer himself"—and the statement is true. Would you rather produce 500 bushels of wheat at a profit of 25c per bushel, or 1000 bushels at the loss of 25c per bushel? This question holds the solution of what is wrong with the farmer today. But if he will only accept the remedy offered—restore the fertility of his farm, and cease being a "soil robber"; in a few years he would enjoy an independent life of prosperity and hold an enviable place in the life of the Nation.

This is Plain Common Sense

If farmers would reduce their present acreage of staple crops, seed down one-half their tillage land with clover, sweet clover, vetch or other legume, let it fall back on the land and re-seed itself until wanted again, and produce a short crop of high quality they would soon see what happens. A shortage of 25% in a food crop always puts the crop on a paying basis while a 25% surplus spells loss and disaster to the farmer. That is the truth. Now what is the answer? The answer is that 6,000,000 farmers in these United States are straining every nerve to grow more food than they can sell and blaming everybody but themselves for their hardship.

Of course the transportation companies want large crops as they get theirs as it rolls along; the manufacturer wants large crops cheap for his purposes; organized labor

wants large crops so they can get cheap food, numerous holidays. The newspapers fall in line of course because more than 100,000,000 people profit on the losses of 6,000,000 farmers.

Farming for Profit

We sincerely believe the farmer or fruit grower will derive a better profit from growing Hearts of Gold cantaloupes than from any other crop. Thousands of our friends and customers have made splendid profits by following the simple growing instructions as outlined in the booklet we send you with an order for seed.

If you have some suitable land and are within reasonable distance of a moderate sized town your success is assured.

The cost of growing an acre in open field culture allowing yourself full wages should not exceed \$25.00 up to picking time. Under the glass and transplanting method they might cost \$75.00 per acre in labor and material. Planted 4x6 feet gives 1750 hills per acre. Damage by bugs, cutworms, etc., should not reduce final crop below 1500 hills per acre, and it is a poor hill that does not yield four fine melons. Many will mature 10 to 15 melons on good land and 10c to 20c each is a fair price for Hearts of Gold. They find ready sale anywhere as soon as sampled and their wonderful flavor discovered at from \$1.50 to \$2.00 per dozen. Do not think because common varieties will not always sell that the same is true of the Hearts of Gold as there is no fruit grown that has such a demand as Hearts of Gold where once introduced.



A field view on the Morrill melon farms taken early this spring.

Why Run The Risk of a Crop Failure?

Good Seed is the First Factor Toward Assured Success

Of course our prices for seed are higher than other varieties because our cantaloupes sell for about double the price of any other variety and when we cannot get as much for seed as we can get for the fruit we will sell the fruit and forget the seed. When you know that the cost of Hearts of Gold seed is only 1/15 to 1/25 of

the expense of producing and marketing a crop and the character of your seed determines absolutely whether you shall succeed or fail with the crop, no further argument should be needed. There are still plenty of men who hold a nickel so close to their eyes that it obscures the view of the big round dollar within easy reach.

Vermont. Did not think I could pay as much as your price for Hearts of Gold seed, so bought of prominent seedsman. Splendid vines, many melons, but no yellow flesh at all. Am now sending for some of your seed.

Texas. Seed germinated fine. Ofttimes six or eight big fine Hearts of Gold lie in single cluster. Juicy—luscious—delicious. Once tasted never to be forgotten.

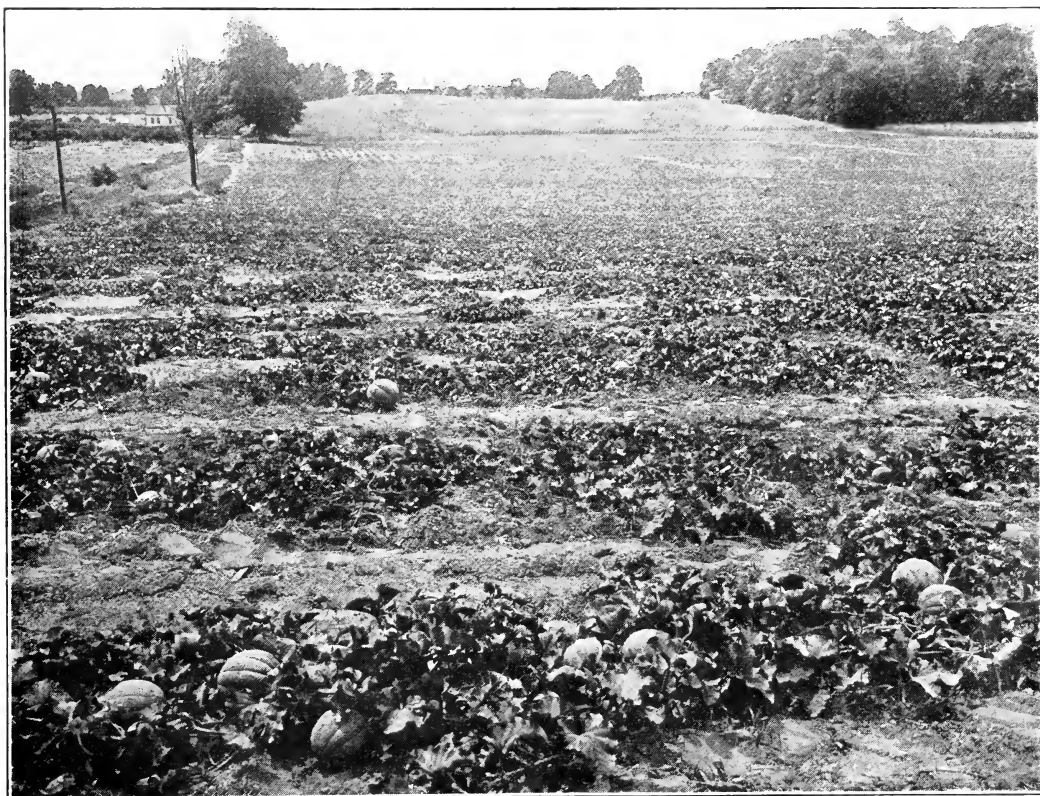
Indiana. Have used your Hearts of Gold seed for 7 or 8 years. Wish had picture of crop which averaged 10 to 21 melons per hill.

New Jersey. We have used your Hearts of Gold melon seed for several years, and our growers think very highly of it. It meets the requirements of our Atlantic City market, where they are mostly sold. Hearts of Gold seed secured from you was superior in several instances to the Hearts of Gold seed secured locally.

Oregon. Have grown your Hearts of Gold several years exclusively with marked success. We market through grocers and tourists on Pacific Highway. Please rush seed. Can get so-called Hearts of Gold here but I know what I want—THE BEST.

Missouri. Have been growing your Hearts of Gold seed for past ten years. Sometimes I save my own seed, but have found that your seed is twice as productive as what I have saved myself, also more uniform. Have been growing cantaloupes for market more than forty years, and have found your strain of Hearts of Gold is best I have ever tried, and have tried many kinds of cantaloupes. Would not plant anything else even if the seed were given to me.

West Virginia. Have planted cantaloupes every year since boyhood but never was successful till five years ago when I bought my seed from you and had a wonderful crop.



Field of Hearts of Gold Melons. This photo was taken on the Morrill farms. Note the excellent foliage growth. The field was sprayed six times, hence entirely free from rust.



Plant Hearts of Gold for a Real Profit Crop

PLANT whatever size plot you can manage, keep every cent from sales in a fund until sold out and you will get an agreeable surprise. Many of our customers report from \$300.00 to even \$1,000.00 per acre depending on location, soil and skill. Wheat, corn, potatoes and several other crops are not returning cost of production. Starting in April or May you can have a nice bundle of ready money by October from planting of Hearts of Gold and no other crop can possibly make such returns in 70 to 120 days.

These illustrations are intended to fix facts in your mind. Each one is from a photograph on our farm or in our own business. We are trying to do you a real service by interesting you in the Hearts of Gold and to bring to you forcibly that it is a wonderful production. It has received more enthusiastic praise and endorsement than any other fruit since the introduction of the Elberta peach.

Please note the illustrations carefully. Please note particularly the actual size photograph of the half melon on the cover, also the thickness and color of the flesh. Its diameter is $5\frac{1}{4}$ inches and the seed cavity is $1\frac{3}{4}$ inches diameter. The thick flesh is dense but tender when ripe, the rind is about the thickness of an orange peel and about as tough. The one thing

"Daddy" of the commercial cantaloupe game; shipped the first package of cantaloupes ever shipped into Chicago from a crop of one-fourth acre in August, 1872, and the 50th consecutive crop from the same farm in 1922 (160 acres). The last twenty crops were principally Hearts of Gold.

which we cannot illustrate or describe is the flavor and that is what puts Hearts of Gold in a class by itself and brings every customer back for more. The photo from which this engraving was made was taken on



State chemist reported that melons from field where this picture was taken showed highest sugar content in the State.



Note the thick, yellow meat and attractive appearance of the originator's strain of Hearts of Gold Melons.

our melon farms, near Benton Harbor, by Mr. A. B.

Morse of the A. B. Morse Co. of St. Joseph, Michigan, printers of this catalog. We grow quantities like it and even better and improve them every year.

We of course cannot guarantee your crop, as poor results might come from adverse conditions over which we have no control.

We want to sell you some Hearts of Gold seed for home or commercial use. We want you to succeed with them and will furnish you complete cultural instructions and help you in any way we can. We want you to return to us for your seed each year as we are constantly improving the variety and protecting it from mixture and are extremely anxious that it shall not run out or deteriorate and lose its good reputation.

New Crop of ORIGINATOR'S STRAIN Hearts of Gold Cantaloupe Seed Now Ready

Quality is exceptionally fine.

All growing and harvesting operations are under our direction and control.

Seeding equipment is used for Hearts of Gold only.

Our fields are healthy and vigorous, plants having constantly been sprayed during growing season and no expense having been spared to keep this crop in a high state of production.

As the originators of this wonderful cantaloupe, **Morrill's Famous Hearts of Gold**, we have taken great pains to make seed selections of high quality and if possible improve our original strain.

Play safe by purchasing **hand-cut** Hearts of Gold Seed from Michigan's largest cantaloupe growers for fifty years and the **originators of the Hearts of Gold**.

Order early.

Greetings From Our Growers

We are pleased to publish a few letters on the following pages from customers to whom we have sold Hearts of Gold Melon Seed. These letters all come to us absolutely unsolicited and believe you will be interested in reading them. We hope to have your order for some seed this season and are sure you will be greatly pleased with the melons. Please note the Hearts of Gold are grown in all parts of the United States.

Arkansas. Always have good demand for Hearts of Gold. Never sell less than \$1.50 per dozen up to \$2.50. Yours for success.

Alabama. Well pleased with your Hearts of Gold seed. Got a premium all through the season.

Iowa. Have raised your Hearts of Gold cantaloupes for many years and am well pleased with them and want more seed.

Illinois. Your Hearts of Gold melons are absolutely the best on earth and your seed is first class. I had two acres this year and a wonderful crop. They averaged about twelve good melons to the hill. I made \$660.00. Could have made more but a storm took last of crop.

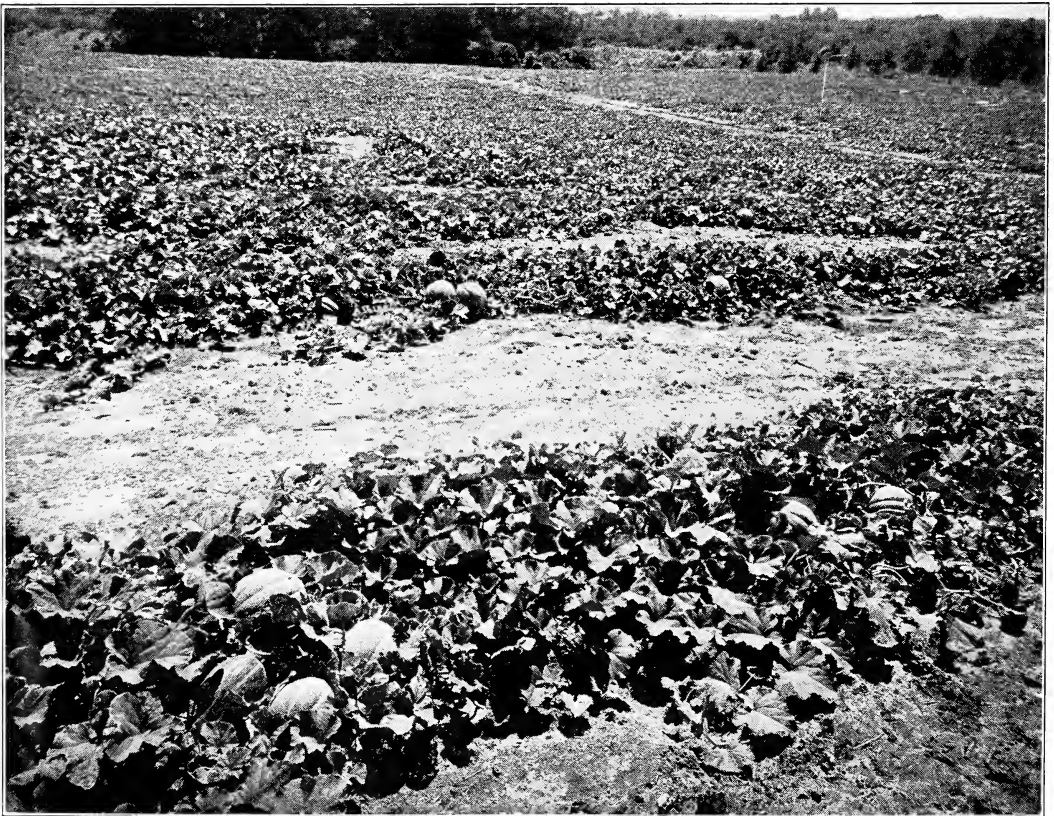
Indiana. The melons I grew from your Hearts of Gold seed certainly were fine.

Michigan. Have had very good success with your Hearts of Gold melons for past four years.

West Virginia. Have planted cantaloupe seed for years in my garden but never raised any till I bought Hearts of Gold seed from you. I only bought \$1.00 worth but most any one hill would have sold for more than the \$1.00.

Kentucky. Customers of five to ten years report fine crops.

Maryland. Did not decide to plant Hearts of Gold till too late to get seeds from you, and got some bulk seeds from a local seedsman who guaranteed them Hearts of Gold. We had quite a mixture and no Morrill's Hearts of Gold. Will sure order early hereafter.



Field view on the Morrill melon farms showing first setting of fruit.



This engraving was made from a photo of one vine of Hearts of Gold Melons. There were 13 marketable Melons on the vine when the photo was taken.

Michigan. Your strain of Hearts of Gold cantaloupes are the finest we have ever grown.

North Carolina. We like your Hearts of Gold cantaloupes very much. We do market gardening and find them ready sale for our customers think them excellent.

Indiana. Had three acres of your Hearts of Gold last year which proved very wonderful and successful.

Illinois. Please send 5 lbs. of your Hearts of Gold cantaloupe seed. Was well pleased with melons from your seed last year as they cut just like your catalog picture.

New Jersey. As one of your old customers for Hearts of Gold cantaloupe seed would like to say that I think your Hearts of Gold are the best I ever had. I would not plant any other but Hearts of Gold.

Oklahoma. Had good success with my Hearts of Gold cantaloupes. Melons were plentiful here yet I could easily sell mine where others failed.

New Jersey. Kindly send two pounds Hearts of Gold seed, for they are the best cantaloupes raised in Jersey.

Virginia. Planted your Hearts of Gold seed last year and I grew them good enough for the queen.

Iowa. Have been planting Hearts of Gold seed for eight years and I always sell all, never having enough for the demand.

Pennsylvania. Your Hearts of Gold melons are delicious and generally desirable.

Wisconsin. Have raised Hearts of Gold melons from your seed for the past ten years and have found them good sellers.

Utah. Have grown and marketed your Hearts of Gold cantaloupes for eight or ten years. I think them a wonderful cantaloupe and have always had good success putting them on the market.

Delaware. Had plenty of 'loupes and good ones from your Hearts of Gold seed and am again wanting more seed.

Washington. Many satisfied customers that use Hearts of Gold seed every year.



Looking East in one of our fields. Packing houses in the distance.

Virginia. There are no better cantaloupes grown than your strain of Hearts of Gold.

Alabama. Well pleased with your seed. Planting heavier this season.

Mississippi. Hearts of Gold are the best in the world.

North Carolina. You have a delightful cantaloupe and I hope the day is near at hand when we can use it commercially on a more extensive scale in this county.

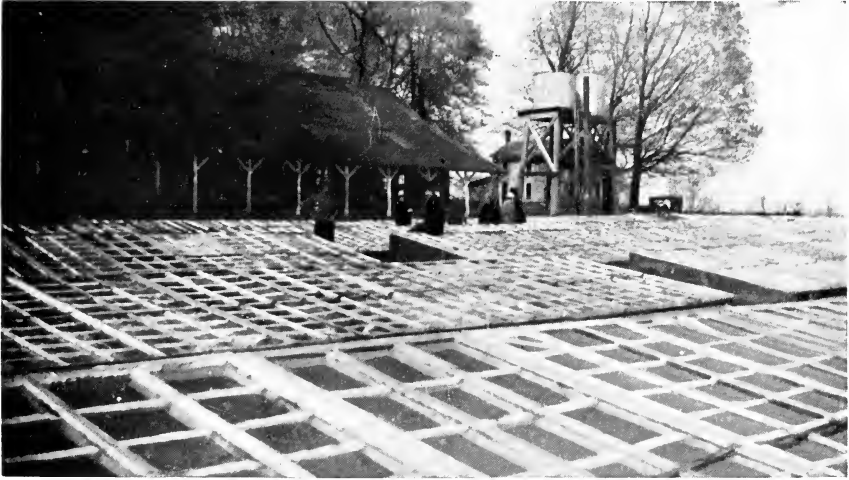
Michigan. Had very good success with your Hearts of Gold seed and no doubt will be able to use considerable more seed this coming season. Stand of melons was very fine and quality excellent.

Canada. Flavor of your Hearts of Gold melons was extra good. Everyone who got any came back for more. They certainly cannot be beaten.

Missouri. Raised large crop and found them to be excellent.

Valuable Booklet Free! With each sale of seed amounting to \$1.00 or more,

we will furnish a valuable new pamphlet containing new information on care of plants and prevention of new vine troubles prevalent in recent years, complete and up-to-date instructions on the methods for the propagation of Cantaloupes under glass for transplanting; also for open field culture. This pamphlet also contains complete information regarding diseases and insects injurious to this plant, with best means of control. Also some marketing information and hints valuable to the commercial grower or private gardener.



View showing a section of hotbeds, under which are propagated the famous Hearts of Gold Melon plants. One of our packing houses and pumping plant in background.

Connecticut. The melons we raised last year from the seed we bought of you were of very fine quality and some customers declared they were the finest they had ever eaten.

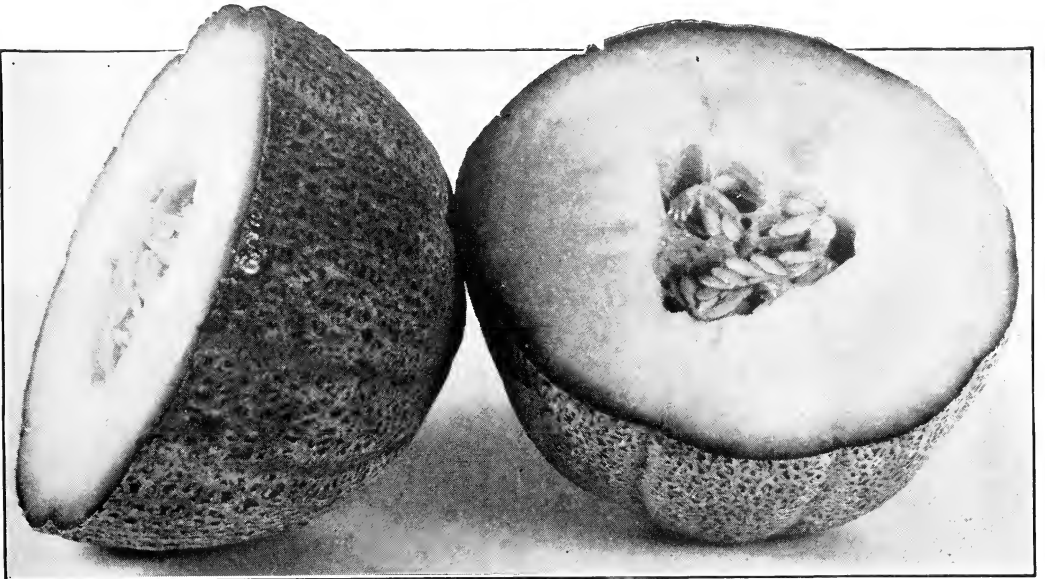
Minnesota. Have raised your Hearts of Gold for several years and have had wonderful success. Nothing so fine as these.

Delaware. Had very good crop of cantaloupes from your Hearts of Gold seed. Quality was fine and prices the best that we ever got for them. Cleared \$650.00 from two acres.

Canada. Hearts of Gold were better than any variety I grew, always a good seller, made more money per acre, and are really the best cantaloupe in the world. They hold the record with me.

Colorado. I put the Hearts of Gold ahead of any cantaloupes that I have had experience with. My Hearts of Gold tested 18%, well above other leading varieties in this valley.

Arkansas. Have always made good money on your Hearts of Gold, selling as high as \$2.50 per dozen and seldom less than \$1.50.



Hearts of Gold Melons are positively the best and most rapid selling market variety.



This engraving was made from photo taken on our farms last summer, showing the Hearts of Gold type of seed stock.

Maryland. The Hearts of Gold melons shipped on our order were very delicious and I hope an "ad" for us both. I intend to plant only Hearts of Gold and from seed purchased from your house. My loss this year by fake Hearts of Gold seed from common seed store runs into several hundred dollars. I am just as proud of your extraordinary business service and accommodations as I am of your **Special True to Name seed**. I thank you kindly.

Maryland. Had a good crop of Hearts of Gold cantaloupes this season. Have been buying my seed from you for eight years. They have always been good and straight. It pays to plant good seed.

Pennsylvania. My crop of Hearts of Gold was of excellent flavor. Have never had any variety that was of as good a quality as your Hearts of Gold.

For Early Crop and Bigger Profits, Start Your Plants Under Glass

The propagation of cantaloupes under glass for transplanting is along similar lines as the growing of early tomatoes for market. An art which has taken more than forty years of experiment and experience to develop to the accuracy of our practice today.

The results aimed at and usually secured are as follows: First, twenty to twenty-five days gain in **earliness**. Second, a **full stand** in the

field preventing loss of land and fertilizer through an imperfect stand. Third, the production of a **heavier meated, better netted and higher flavored** melon than can be secured through open field culture. We know these results are secured through the transplanted plant that has been properly grown under glass.

See page 12 about our free booklet of instructions.

ORDER SHEET
R. MORRILL & CO.
BENTON HARBOR, MICH.

Date.....193.....

Ship to.....

Street or R. F. D. No.

City or Town.....

State

Money Order or Check Enclosed for.....

QUANTITY		DOLLARS	CENTS

Please write below the names and addresses of some of your friends who are melon growers and we will mail them a copy of our catalog.

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We of course cannot guarantee your crop as poor results might come from adverse conditions over which we have no control.

Price of HEARTS OF GOLD Seed

The price on Hearts of Gold seed can never be as cheap as other varieties, as it is a very light seeder, and sells so readily that nobody can afford to cut the melons for seed purposes at prices obtained for seed of other varieties. Amount of seed required if grown under glass, 1 lb. per acre; if field planted 2 lbs. per acre.

1 lb. Seed	\$3.75
1/2 lb. Seed	2.00
1/4 lb. Seed	1.35
Garden pkg. Seed	1.00
5 lbs. or more, per lb.	3.50

Please send P. O. money orders for the small amounts.

We of course cannot guarantee your crop as poor results might come from adverse conditions over which we have no control.

Washington. Hearts of Gold cantaloupes are sure the best that I ever tasted. Nothing like them.

Oregon. Please send seed for eight acres of Hearts of Gold cantaloupes. I introduced them here several years ago and have grown them ever since with marked success. I can get cheap seed here, but I want the **best seed** obtainable.

Minnesota. Only had a small plot of Hearts of Gold, but raised over fifteen hundred melons. Have enjoyed Hearts of Gold for years.

Montana. Have raised Hearts of Gold two years and they are highly demanded by my customers.

Nevada. Have been raising Hearts of Gold for seven years and find they are all you say for them and more. Have a roadside market and I like to advertise a good thing.

Ohio. Hearts of Gold are the finest cantaloupes that exist. Had excellent luck with them and customers pronounced them best ever. Yours for continued success.

Rhode Island. Had wonderful crop from your Hearts of Gold seed, quality and all.

Maryland. We are "hands up" for your Hearts of Gold melons. Have raised them six years now.

Michigan. Have grown your Hearts of Gold for five years and have found them to be the best paying melons I can find.

Tennessee. Have planted many kinds of cantaloupes trying to find a dependable one, and not until I tried Hearts of Gold did I feel that I had reached the best. They should be called "Seek no Further," for when tried it is not wise to seek for something better, for it cannot be found.

Utah. Have been planting your Hearts of Gold for nine years and they are best by test.

Iowa. Have planted your strain of Hearts of Gold melons for 10 years and always get good results. They sure have the flavor.

Kansas. Harvested heavy crop of Hearts of Gold and had no trouble in disposing of them at good prices. Can strongly recommend the buying of your Originator's Seed of Hearts of Gold, as we know from experience that seed coming from some of the other seed houses are not the true strain and melons not as good by far as the ones raised from your seed.

Benton Harbor State Bank Benton Harbor, Mich.

To Whom It May Concern:

This is to certify that we have known R. Merrill & Co. for about twenty years and have handled their banking business. From personal acquaintance with them we deem them of good business integrity, honest, and we can assure you that any dealings you may have with them, whether large or small, will have their prompt and careful attention.

Yours very truly,

M. P. RESCH,
Cashier.

The Roadside Market Has Proved to Be a Great Success

If you are located on a main highway or can get a location on one, you can no doubt do as well as our friends from Indiana who wrote us the letter below. You will find that a surprising amount of all sorts of farm produce can be sold at full retail prices.

Indiana. Had wonderful success with our 15 acres of your Hearts of Gold cantaloupes. We sold them all right here at our place, selling as high as \$700.00 in a single day. There was not a blighted vine in the field and vines were green as midseason when frost came. We are planning on forty acres next season and can sell every melon.



Morrill's HEARTS of GOLD MELONS

Top the market at every point, in
Appearance, Flavor, Thickness of
Meat, Popular Demand and Price

R. MORRILL & Co.
Benton Harbor, Michigan